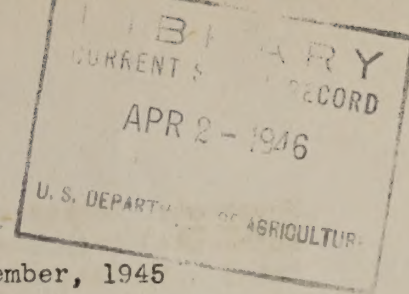


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UNITED STATES DEPARTMENT OF AGRICULTURE  
Production and Marketing Administration  
Western Union Building  
Atlanta 3, Georgia



September, 1945

### FACT SHEET ON POTATOES - REVISED

Plenty of potatoes will be on the market from now through next spring. Production estimates for spuds have recently been revised upward. The prospective 1945 crop is now in second place in American potato history.

The Problem: The prime concern currently is to move the "intermediate" potatoes now on the market so that a "glut" may be avoided when "late" spuds begin showing up in volume. Every available outlet for these "intermediates" is being urged by the Department of Agriculture. Wholesalers, retail food dealers, restaurateurs, housewives, and others are asked to put "full steam ahead" into plans for the utilization of potatoes. The "late" potatoes are coming to market in small quantities now, and it is essential that most "intermediates" be moved before the "lates" come in volume.

Production: Upward revisions in USDA crop production estimates now place the crop of "intermediates" at 32,900,000 bushels. This is roughly a third over last year's crop, and 800,000 bushels more than the 10-year average (1934-43). "Intermediate" spuds will continue on the market through September and into October.

Heaviest producing areas for these potatoes are New Jersey, Long Island (N.Y.), and parts of Colorado and Washington.

The total 1945 crop (including early, intermediate, and late potatoes) is now estimated at 432,895,000 bushels. This is better than 12,000,000 bushels over the August estimate, which placed the total crop at 420,200,000 bushels. Thus the 1945 crop is second only to the record 1943 crop of more than 465,000,000 bushels. This year's crop is 14 percent over the 1944 crop and 15 percent above the 10-year average.

G.I.'s to Civvies: From 1945's mammoth crop, most of the spuds are destined for commercial outlets. Added to the civilian supply will be spuds on the market as a result of military cutbacks in requirements. As yet, the size of these military reductions is not known, but in view of recent downward revisions in armed forces' requirements for other items, it is believed military potato needs will be substantially lower. This means, of course, commercial outlets will have that many more potatoes to handle.

Storage: With all available storage space earmarked for "late" potatoes, it is advisable to use the "intermediates" now. "Intermediates" are not as suitable for storage as are the late varieties, although they are not so perishable as early types. Lack of storage facilities now is expected to be accentuated later in the fall when the "late" spuds pile up in great volume. The answer is "Use the intermediates NOW!"



Movement: Potatoes are now moving at about 1,000 carloads (rail and boat shipments) each business day. Peak of the shipments is expected this month. Total shipments during September are expected to be about 27,000 cars, as compared with 26,800 in the same month in 1944 and 25,328 in the corresponding time in 1943.

Price: Potatoes can be featured now particularly as an economical food as well as a plentiful one, for prices are reasonable. In addition, the potatoes now on the market are generally of good quality. Suggested feature is: "Quality potatoes at low cost."

Other Angles: Other features on potatoes, in addition to the quality and low-cost appeal, are: (1) Potatoes can help offset shortages of other foods, and (2) restaurants and housewives need no longer skimp on spuds. In addition, an appeal that will remain timely as reconversion goes along is: "The housewife is beginning to count her pennies in anticipation of buying those long-awaited washing machines, irons, refrigerators, automobiles, as well as other war-scarce appliances. Potato purchases will help her cut down the food bill as well as build up the family's menus. Economically priced spuds help round out a wholesome meal while their cost is very little."